MASTER OF SCIENCE
IN STRATEGIC BRAND
COMMUNICATION

Jacquie Hitchon, Head, Department of Advertising
B. Joseph White, Interim Head, Department of Business Administration
Department of Business Administration
4027 BIF, 515 E. Gregory Drive, Champaign, IL 61820

Charles H. Sandage Department of Advertising
119 Gregory Hall
810 South Wright Street
Urbana, IL 61801
PH: Advertising: (217) 333-1602; Business Administration: (217) 333-4240

This Master of Science in Strategic Brand Communication (MS SBC) degree is an online program jointly sponsored by the Charles H. Sandage Department of Advertising in the College of Media and the Department of Business Administration in the College of Business. The degree program launched in December 2016 and graduates from this program receive the MS SBC degree awarded by the Graduate College. Strategic Brand Communication (SBC) is a data-driven, purposeful conversation with a brand’s stakeholders. SBC combines traditional advertising practices with contemporary business thinking that permits to delivering consistent, meaningful messages to consumers. In so doing, SBC seeks to integrate multiple consumer contact points that occur through the purchase of commercial messages in paid, earned, and owned media to deliver persuasive and impactful statements about brands and companies.

This management process integrates all aspects of strategic brand marketing communications such as advertising, public relations, digital media, social media, promotion, and revenue development marketing. Such integration impacts a firm’s business-to-business, marketing channel, customer-focused, and strategic integrated communications.

The MS SBC degree program is designed for working professionals. The proposed online program is designed to be completed in 15 months. The curriculum will prepare students to: be strategic leaders in an ever-changing global media environment; be analytic and integrative thinkers; be effective brand communicators and managers; respond agilely to new technologies, emerging media, new demographics, and market trends; be team-oriented in their approach to management and communications; and be prepared to continue to learn as the media environment evolves.

To be admitted into this program, applicants are expected to have a minimum grade point average of at least 3.0 (A = 4.00) for the last two years of undergraduate study and a 3.0 for any previous graduate work completed. All applicants whose native language is not English must submit a minimum TOEFL score of at least 102 (iBT), 253 (CBT), or 610 (PBT); or minimum International English Language Testing System (IELTS) academic exam scores of 6.5 overall and 6.0 in all subsections. Prerequisite: course in Statistics or Calculus from an accredited institution. The admissions criteria will be based upon an evaluation of each applicant’s academic and professional experience, GPA, English aptitude, and letters of recommendation.

A minimum GPA of 2.75 is required for continued enrollment.

Information listed in this catalog is current as of 10/2017
SBC 505 Consumer Insights II credit: 3 Hours.
The course will provide an overview of the key qualitative methods used
to gain strategic insights into consumer behavior and to provide practice
in planning research projects, data collection, and analysis. 3 graduate
hours. No professional credit. Approved for Letter and S/U grading.
Prerequisite: Restricted to MS: SBC students.

SBC 506 Measurement and Evaluation credit: 3 Hours.
This course will focus on the method and analysis for consumer insights
but also for measuring effectiveness of various promotional strategies
and campaign effectiveness. This includes an overview of quantitative
research methods with emphasis on analysis and interpretation of data,
and application to evaluating effectiveness of promotional strategies. 3
graduate hours. No professional credit.

SBC 507 Promotional Strategy credit: 3 Hours.
This course will familiarize students with the topic of marketing
communications and promotion management, and will teach students
the steps for strategically planning a strategic bran communications
campaign. The culmination of this course will be a campaign for a real-
world client. 3 graduate hours. No professional credit.

SBC 508 Messaging Strategy credit: 3 Hours.
Creating and executing successful messages across communication
channels. Explores the development of persuasive messaging through
tories of persuasion, consumer-information processing and theories
of creativity. The course examines the relationship between creative
strategy and creative executions while allowing students to practice
creating content for traditional and non-traditional media. Strategic brand
communication manages every message and contact point within an
organization. Audiences include not only consumers, but employees,
stockholders, the media, and others. 3 graduate hours. No professional
credit. Prerequisite: SBC 507.

SBC 509 Strategic Media Management credit: 3 Hours.
Analyzes the markets served by various advertising media and factors
to consider in the selection and evaluation of media. Markets include
vestors, employees, and consumer segments. This course will also
cover managing media in a global context. This course is designed to
provide students with an advanced understanding of media analysis,
planning, buying and optimization. 3 graduate hours. No professional
credit. Prerequisite: SBC 502, SBC 507. Restricted to MS: SBC students.

SBC 511 Strategic Analytics & Data Visual credit: 2 Hours.
This course will prepare students to utilize data for targeting and
building customer and brand relationships, with an emphasis on new and
emerging media. The students will get exposure to principles of working
with structured data using relational databases and data warehouses.
They will understand how to work with unstructured data from the web.
The will also get exposure to select data mining methods relevant to
data commonly worked on by marketing and communication executives
and apply these concepts with cases/exercises during each of these
modules. 2 graduate hours. No professional credit. Approved for Letter
and S/U grading. Prerequisite: Restricted to MS: SBC student.

SBC 512 Professional SBC Capstone Project credit: 2 Hours.
This course serves as a capstone, requiring the student to demonstrate
a mastery of knowledge in the primary areas of Strategic Brand
Communication. The project is designed to allow the student to
demonstrate his/her mastery of strategic brand communication, focused
on Creating and Executing a Research Plan; Repositioning Analysis and
Strategy; Strategic Brand Communication Strategy & Tactics; Media
Strategy & Tactics; Campaign Monitoring and Evaluation. 2 graduate
hours. No professional credit. Prerequisite: SBC 511. Restricted to MS:
SBC students.

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